



Stewardship Travel Strategy - 2-Year Outcomes Report

May 1, 2012 to May 1, 2014

Coordinated & Presented by Diane “Di” Strachan, Sustainable Tourism Specialist and Trainer for CBID

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Introduction/Overview

Our successful approach to building and implementing the new Stewardship Travel strategy has been to build on existing CBID regional strengths and to insure that the strategy is well integrated into the overall publicity and marketing plan. The integrated approach has prioritized maximizing media “newsworthiness” publicity success (online and off), visitor retention strategies, off season marketing, and sustainability of our natural, historical, and small town cultural assets for future generations when designing attractions.

We have exceeded our planning expectations because of the level of constituent interest and commitment, trending consumer interest, and the exceptional leadership and enthusiasm of Cheryl Cuming the CBID Administrator, the CBID Marketing Committee and Board, along with the partnership with the Core Marketing Team (CMT).

ST Program Development Phase Outcomes:

- ☐ Developed of “The CBID 2-Year Stewardship Tourism Plan” (18 pages) – Includes; STP Vision, purpose, approach, goals, tactics and more. All specific goals met and exceeded.
- ☐ CBID Board, CMT, and contractors (10) trained with Stewardship Tourism strategic approach through meetings, one-on-one training, and document creation. All challenges with new STP concept met successfully during training phase with assistance of CBID Administrator.

- ❑ Evolved and test marketed new “Stewardship Travel” key messaging – see plan.

- ❑ Conducted global sustainable tourism research (ongoing) and developed “CBID Stewardship Tourism Trends Fact Sheet” for press packets and partnership education. Research includes articles and current studies on responsible tourism trends acquired through contacts and setting daily “Google Alerts” for latest stories on: Eco-tourism, Green Travel, Geotourism, Sustainable Tourism, Volunteer Vacations, Eco-Travel, and Stewardship Tourism/Travel.
 - Local Research Includes: Stewardship Tourism Results at SUNSET SAVOR Ultimate Getaway Giveaway 2012
933 Consumer Responses to the Survey
 1. I am interested in fun and meaningful travel experiences where I can learn about the natural and cultural history of an area: 667 or 71% responded "yes"
 2. I am interested in Stewardship Experiences: 291 or 31% responded "Yes"
 3. It matters to me when travel companies and accommodations are involved in preserving their local environment and cultural history: 747 or 80% responded "Yes"

- ❑ Co-developed Stewardship Travel attraction criteria:
 1. All attractions provide deeper connection opportunities for visitors
 2. All attractions provide visitors opportunities to learn about nature, culture, heritage
 3. All attractions provide opportunities for visitors to make a difference – financial or hands-on

- ❑ Created “Stewardship Travel At-A-Glance” fact sheet for countywide education and partnership building with constituents. Evolved into “Fact Sheet: Stewardship Travel in WineCoastCountry – What is Stewardship Travel, the Purpose, How to use with Customers, Significant Research.”

- ❑ “Stewardship Traveler Information Graphic” written - (CMT on graphics)

- ❑ Created “How to Create A Stewardship Travel Attraction” document for constituents and partners

- ❑ Created “STP Attraction Application Worksheet” and communication systems for attraction development with STP Ambassadors

- ❑ Created the STP Ambassador group with one representative from each of the 7 regional fund groups to help create attractions and to act as an advisory and informational exchange council. Maintain ongoing relationships and have lead 4 semi-annual Ambassador group meetings.

- ❑ 73 Stewardship Travel Program (STP) visitor attractions identified and created in the 10 regions (original goal was 40).

- ❑ 36 STP partners established (28 non-profits, 8 businesses) who also co-promote the STP to their own customer base and media contacts.

- ❑ Edited Constituent Newsletters for STP content/education

- ❑ Presented to SLO Board of Supervisors “The CBID Stewardship Travel Program Success to Date” 2013

- ❑ Created new “CBID Stewardship Clean-up Kit & Tote Bag Gift Package” – A Regional Model for lodging properties:
 - Includes; “How To” use Kit checklist, Script for front line reservationists, content/copy, Clean up Kit checklist for customers, logo/graphics, etc.
- ❑ Success in acquiring local “New Times” educational article about CBID Stewardship Tourism for SLO County stakeholders. (Through partnership with a lodging property owner – Old Edna vacation rental) STP Hero press releases were not picked up by local media.
- ❑ Hosted a successful and educational “Stewardship Travel Mixer” based in Cayucos co-hosted by Cayucos Land Conservancy in private home. 30 attendees including; CalPoly professor, Chamber of Commerce representatives, lodging property owners, interested businesses, CBID board member, STP Ambassadors.
- ❑ Wrote and created with CBID Admin. & CMT, the constituent educational and STP integration piece – how to “Increase Your Marketing Results and Visitor Stays” for all constituent lodging properties.
- ❑ Development Phase Program Document Summary:
 - STP Plan
 - “CBID Stewardship Tourism Trends Fact Sheet”
 - “Stewardship Travel Survey”
 - “Stewardship Travel Criteria”
 - “Stewardship Travel At-A-Glance”
 - “Stewardship Travel Fact Sheet for Constituents”
 - “Stewardship Traveler Info Graphic”
 - “How to Create A Stewardship Travel Attraction”
 - “STP Attraction Application Worksheet”
 - “Increase Your Marketing Results and Visitor Stays” Integration piece for Constituents
 - “SLO County Coastal Discovery and Stewardship Proclamation”
 - “CBID Stewardship Clean-up Kit & Tote Bag Gift Package”

STP Marketing, Promotion, and PR Phase Outcomes:

- ❑ STP Content Documents and Messages Developed:
 - 73 one page STP ‘Plays’ for Website & landing page created
 - Key STP messages boilerplate messages developed
 - Created STP logo tag line: Stay. Play. Connect. Care.
 - Co-evolved STP logo with CMT
 - “Are you a Stewardship Traveler?” Survey created
 - Discovery Map STP section for all 10 regions written and edited
 - Key card pocket map STP attractions written and edited
 - Window Decal for lodging properties and area businesses copy
 - US Airways Mag. Ad content written and edited
 - “Top 10 & 15 STP Attractions” with individual media contact info.
 - “Ten Best Stewardship Travel Family Adventures”
 - “Dog Friendly STP Activities”
 - “Coastal Clean-up Opportunities in WineCoastCountry”
 - “Announcing Stewardship Travel in WineCoastCountry”

- o Edited for STP content: "Top 10 Stewardship Travel Hikes, Walks and Docent Led Tours"
- o "WCC Stewardship Travel Trends"
- o Sunset Savor STP content written and edited
- o "Top STP Recommendations for Corporate Group Participation and Why STP?"

☐ Media Interviews Conducted with Di

- o U.S. Airways and Fodor Travel Guides
- o Finnish Newspapers – Hosted on Estero Bluffs Hike
- o New Times – SLO County
- o Parade Magazine
- o Orange County Register
- o Faith and Travel Magazine
- o Fresno Bee & SLO County Tribune-Beach Towns Publication
- o Visit SLO County Website Blog

☐ Established working promotional partnership with Monterey Bay National Marine Sanctuary's to increase WCC and STP exposure.

☐ WCC Travel Blogs: 29 Created and published – Planning and Editing with Di – Blog by Michele Roest

☐ STP Media Outreach Plan with themes created and launched in August 2014 (CMT fleshed out and implemented enhanced plan).

☐ Developed STP specific photo shoot checklist (2012)

☐ A tabbed STP Face Book page has been developed. Stewardship Travel is mentioned in every monthly eblast sent to over 15,000 people.

☐ The TOT for January and February 2014, Coastal Discovery and Stewardship Month, was up 29.5% Year over Year. 23 Stewardship activities took place throughout February, including 3 events that were specifically created for this month-long promotion

STP Media Outreach Overview to Date provided by the Core Marketing Team:

Lead Mark Elterman mark@mentalmarketing.com

1. 12 Press Releases distributed since the August Media Launch included STP content. Releases were distributed through PRNewswire eRelease services and to an agency propriety list of more than 5000 contacts; plus two additional press releases were sent only to the agency's proprietary list.

Press Releases - *TOTAL FEATURE STORY LINKS: 2,962

All the eRelease links are stories on their site that are linked back to the WineCoastCountry website, adding a very important SEO component. Google measures how many links a site has back to it, which is much more important than links from the site.

- Announcing Stewardship Travel, 232 links
- Join Beach Clean-ups in WCC, 329 links
- The Top 10 Stewardship Travel Activities in WCC, 344 links
- WineCoastCountry Coastal Discover & Stewardship Month, 302 links
- Enjoy Special Hotel Packages in WineCoastCountry During "Coastal Discovery & Stewardship Month" throughout February 2014, 311 links

- Hearst Film Screening/Coastal Discovery and Stewardship Month, 323 links
- Marine & Stewardship Travel 2nd press release, 311 links
- Top 10 Stewardship Hikes, 226 links
- Family Friendly Stewardship activities, 265 links
- Does Your Family Have Spring Fever? Win a Fabulous Family Fun Getaway AND "Do Good" While on Vacation in WineCoastCountry, 319 links

Additional Proprietary Releases

- An additional Stewardship Travel announcement was emailed to 2757 outlets on April 1, 2014 to Mental Marketing proprietary list, 467 opens
- A special Stewardship Travel story was developed and sent to 3000 pet media outlets, a Mental Marketing proprietary list, 263 opens.

The press releases email blasted to Mental's propriety list of more than 5000 contacts include the following publication categories:

- Travel consumer
- Travel Trade
- Outdoor
- Green Media
- New Age Pubs
- Health and Fitness
- Special Stewardship pubs

2. Sent FAM invite to 45 top tier media contacts inviting them to WCC in 2014. Follow up continues and we have interest from our contacts at OC Register, Los Angeles Times, Ca Meetings Magazine, Joseph Rosendo's Travel Magazine, Santa Barbara Sentinel, Conde nast Traveler, Travel & Leisure, TravelAge West, CNN Traveller (U.K), Huffington Post, Modern Luxury Magazines, Travel & Leisure Golf, Santa Barbara Magazine, Destination Vacations, Orange Coast Magazine, USA Today and others.

3. Earned Media Results

- 34 STP feature stories
- 5,680,000 Print Impressions
- 277,500,000 UVPM impressions
- \$401,925 Advertising Equivalency

Featured Stories:

- **Parade.com** – ran story on earth day. Parade.com is the popular on-line magazine from Parade Magazine and has 2,740,220 VPM!
<http://parade.condenast.com/282421/jerylbrunner/environmental-warriors-people-and-places-that-help-save-the-planet-all-year-long/>
- **Huffington Post** – pick up of Jeryl Bruner's Parade.com story; 40 Million UVPMS
http://www.huffingtonpost.com/jeryl-brunner/environmental-warriors-pe_b_5199808.html?utm_hp_ref=impact&ir=Impact
- **Fido Friendly Magazine** – Susan and Greg Sims experienced dog friendly activities during their FAM and included Stewardship in story that ran in the spring issue. A glossy, design-smart publication distributed across the United States. Fido-friendly hotels and dog bakeries with

50,000 readers. <http://www.zinio.com/reader.jsp?issue=416299626&o=ext>

- **Orange County Register** – Di Strachan interviewed for story regarding this type of travel. There is a possibility of getting Stewardship Travel in the Travel Section of the paper too. The Orange County Register has a circulation of 356,165. It is published daily for the residents of Orange County, CA and surrounding areas. The newspaper covers local news and community events. <http://www.ocregister.com/articles/bay-608798-center-eco.html>
- **Dog Channel** – The online version of Dog Fancy, ran a story on Earth Day. This e-magazine has 3,125,000 UVPm. The magazine calls itself a "complete guide to help you better understand, care for, and enjoy your dog." Includes stories on canine healthcare, grooming tips, training techniques, and breed profiles. <http://www.dogchannel.com/dog-lifestyle/take-a-dog-friendly-vacation-that-does-good-for-mother-earth.aspx>
- **Topanga Messenger** – included Stewardship Travel in story on traveling to the Central Coast in mid-March. www.topangamessenger.com
- **Sacramento Bee** - <http://www.sacbee.com/2014/01/16/6077224/announcing-the-first-annual-ocean.html>
- **Decisive Latino** – A newspaper insert in Los Angeles and Northern California, circulation 400,000, included Stewardship Travel in the February issue. <http://www.decisivelatino.com/reduce-your-carbon-footprint-choose-green-destinations>
- **Visit CA** – Included Stewardship activities in Pow Wow media release. <http://www.visitcalifornia.com/Details/e89579>
- **Pasadena Now** – Editor James Macpherson and writer Candice Merrill experienced Stewardship Travel and published a feature story. Serving Pasadena with a circulation of 84-86,000 unique visitors per month. Also have e-newsletter that goes to 20,000 subscribers. <http://travel.pasadenanow.com/2013/11/07/more-fun-along-the-101-avila-beach/>
- **US Airways Magazine** – Story published "Make a Difference on Vacation."
- **Finnish newspapers** - Johanna Penttila and family visited for a story write about family Stewardship for 6 major Finnish newspapers with a total reach of 5 million readers. Clip on file.
- **EXAMINER.COM** – 27 million Circulation <http://www.examiner.com/article/watch-seals-through-your-bottomless-glass-table>
- **Your NEWS around the United States** – http://www.yournews.com/copyroom/mynewsglobal.aspx?empid=0&zipcode=59634§ions_id=10

The Stewardship Travel Strategy Positive Ripple Effect:

Benefits of the Stewardship Travel Program on regions, County, and CBID

- STP Invites tourists during the “off season” for beach and creek clean-ups, trail restoration projects, and many more stewardship activities for a sustainable tourism program for the county.
- STP has created and is promoting 73 options for visitors to contribute funding to making a difference in stewardship and conservation of natural and historic assets for the region they visit.
- STP has begun to educate and unite the regional tourism industry with local non-profits (28) and business partners to continue to emphasize to regions about the importance of having a sustainable tourism stewardship ethic (for your hometown and for the towns one visits) helping to create a new tourism shift for the 21st century which will ensure tourism assets for generations to come.
- San Luis Obispo County BID is becoming known and valued as a leadership organization that cares both about business development and long term resource sustainability.